

DDI Chrono

19 Jun

14 JUN 1985

DDI-0297/85/1

MEMORANDUM FOR: Deputy Director for Intelligence

FROM:

Director of Global Issues

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SUBJECT:

State Department's Request for Revision of the Polar Regions Atlas

1. Attached is a reply to Malone's request to revise the Polar Regions Atlas. The main issue is cost versus public relations value. It would take some 1,000 hours of management and analyst time. The original Atlas was a major good will giveaway item. Also, it earned the Agency a good reputation in the academic community.

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2. Doing it a second time, in my view, would not be worth the cost. Of the three options listed below, I recommend the first.

- ° Defer to another department to manage any updating. State is the most likely candidate, but would probably have to contract most of the work out. It has annuitants qualified to do the analytic work. CIA would make printing plates from the original edition available for revision and printing. CIA could make some analysts available for consultation. The revised Atlas would probably not be identified as a CIA product.
- ° CIA (Geography Division) would manage the project using contractors. Management costs would be high (planning, quality control, contracting costs for analysts, cartography, and printing), as would purchase costs.
- ° CIA would do the project in-house. Cartographic and printing costs would be high; CPAS Cartographers and designers and PP&D are already under considerable strain even without this added burden.

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Attachment:  
As stated



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DDI/OGI/GD/ [ ] (14Jun85)

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Distribution:

- Original - Addressee, w/att
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DDI 02971/85/2

Central Intelligence Agency



Washington, D.C. 20505

19 JUN 1985

The Honorable James L. Malone  
Assistant Secretary of State for  
Oceans and International Environmental  
and Scientific Affairs  
Washington, D.C. 20520

Dear Mr. Malone:

Thank you for your kind words about the Polar Regions Atlas, and its value in supporting U.S. foreign policy objectives with respect to Antarctica and the Arctic. The CIA at present has meagre resources available to take on an updating project, which we estimate would take about 1,000 hours, not to mention time and cost of publication. While the Polar Atlas was exceptionally well received, frankly we just can't afford the resources to update it at this time.

Possibly, the expertise that would be required is available elsewhere. Major inputs to a revision could come from a number of polar specialists who currently work with the Interagency Arctic and Antarctic Policy groups, including people at State, the National Science Foundation and Defense. If another department should decide to administer an updating, we would be happy to make available the printing plates used in the original publication.

Sincerely,

A handwritten signature in dark ink, appearing to read "Robert M. Gates", written over a circular stamp.

Robert M. Gates  
Deputy Director for Intelligence